



FALL 2025

Riverwalk Market Fair

RIVERWALK MARKET
FAIR IS 15 YEARS OLD

and Southern Minnesota's
Best Farmers' Market!



Our Mission

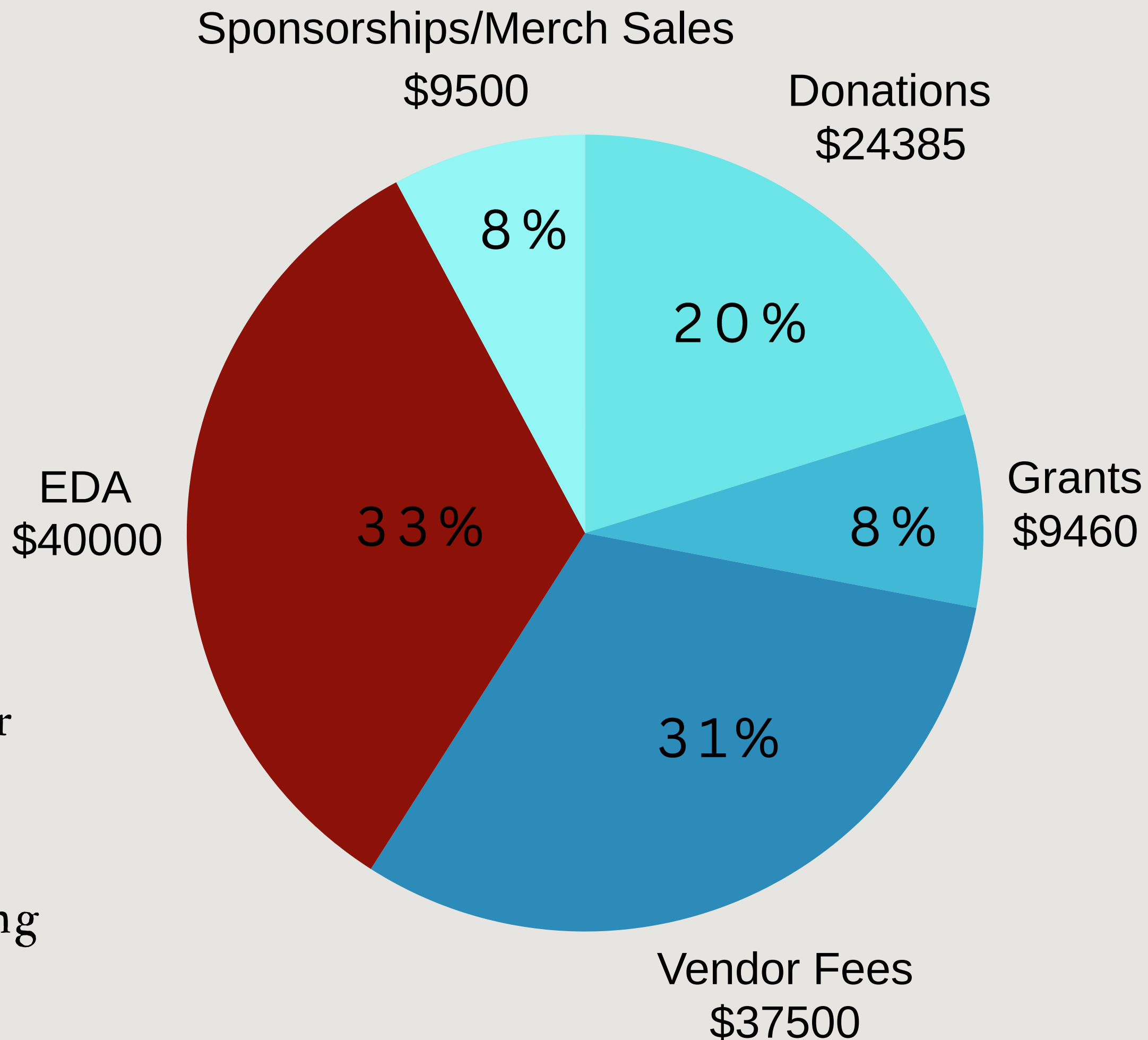
TO SUPPORT LOCAL FARMERS AND ARTISANS FOR
THE BENEFIT OF OUR COMMUNITY



FUNDING

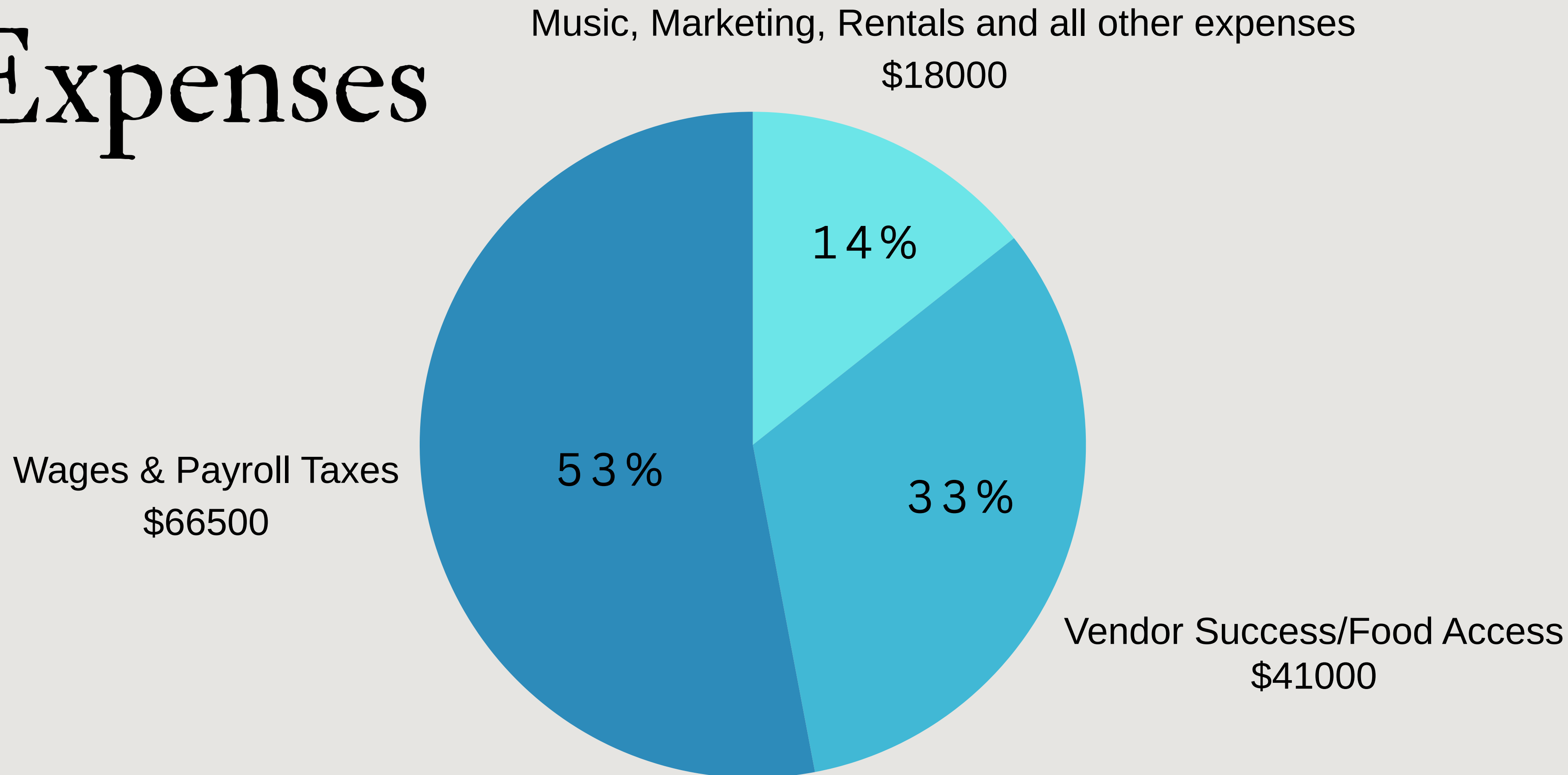
Sources

On average, MN farmers' markets receive $\frac{2}{3}$ of their funding from their city or community and generate the rest from other sources. RMF is the reverse, with $\frac{2}{3}$ of our funding coming from sources other than the city.



MARKET

Expenses



Our Board and Staff

BOARD OF DIRECTORS: 9 WORKING MEMBERS

STAFF MEMBERS: 2 YEAR-ROUND, 5 SEASONAL



The Big Picture

131 VENDORS
AT SUMMER
MARKETS

This is the most EVER

OVER \$350,000
IN VENDOR
INCOME

Our best year ever and
\$100,000 more than 2024

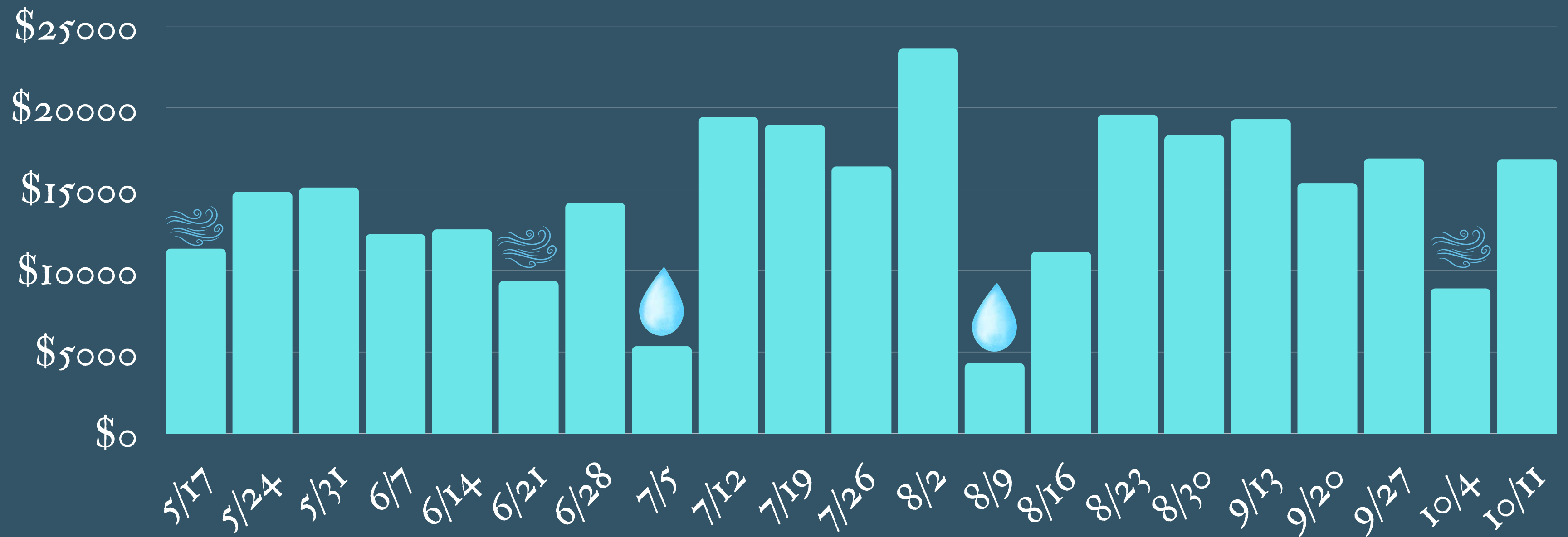
HIGHEST
SINGLE DAY OF
VENDOR SALES

Over \$23,000!!!

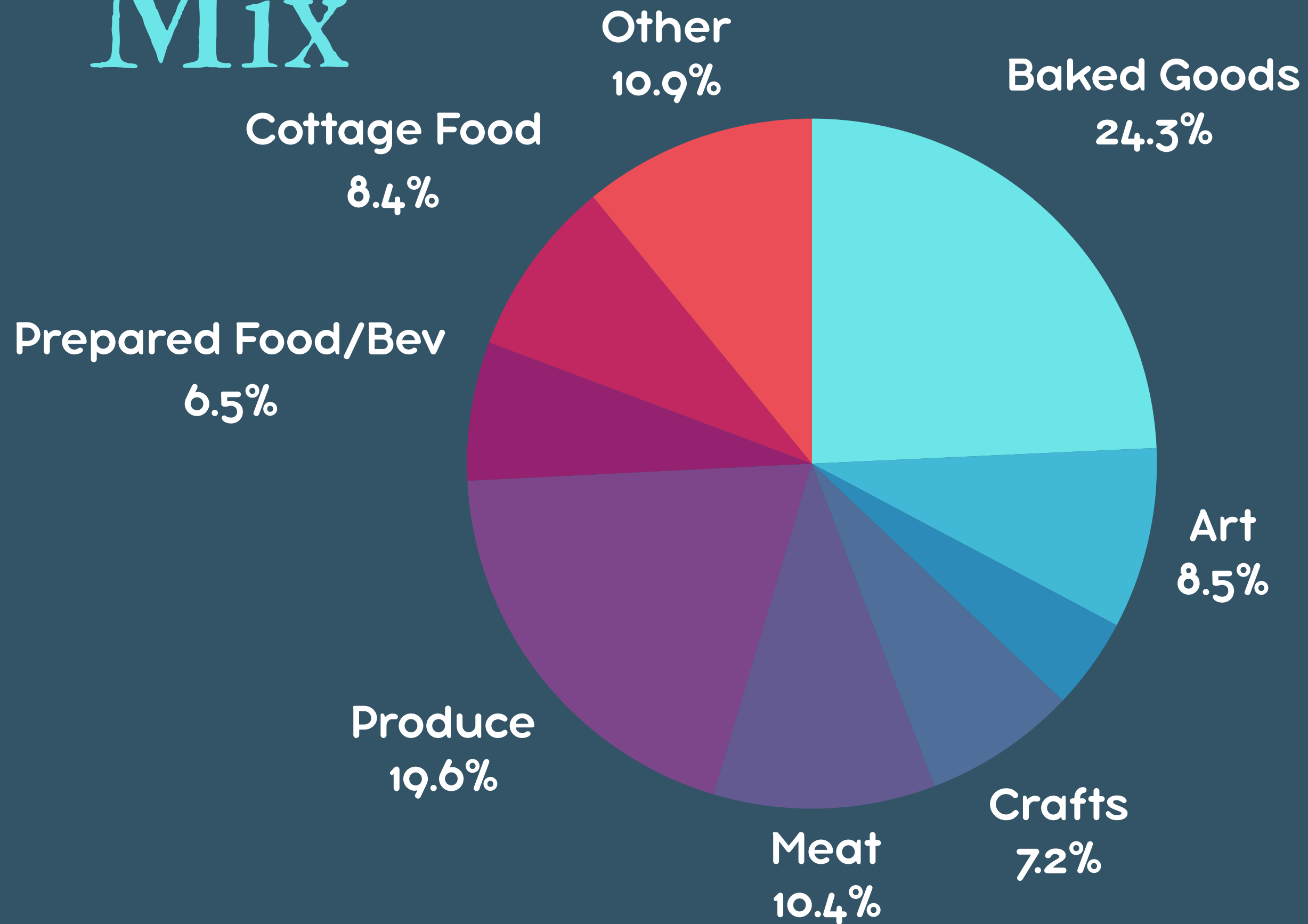
AVERAGING MORE THAN 2000 VISITORS PER SATURDAY
MARKET, 500 MORE THAN OUR PREVIOUS COUNTS

SALES By Day

● Vendor Sales



SALES Mix



People travel
from far and
wide to come
to the
Riverwalk
Market Fair!

Where did you
come from today?

-Northfield: 55057

Lakeville 55044

Arlington, VA

Apple Valley 55124

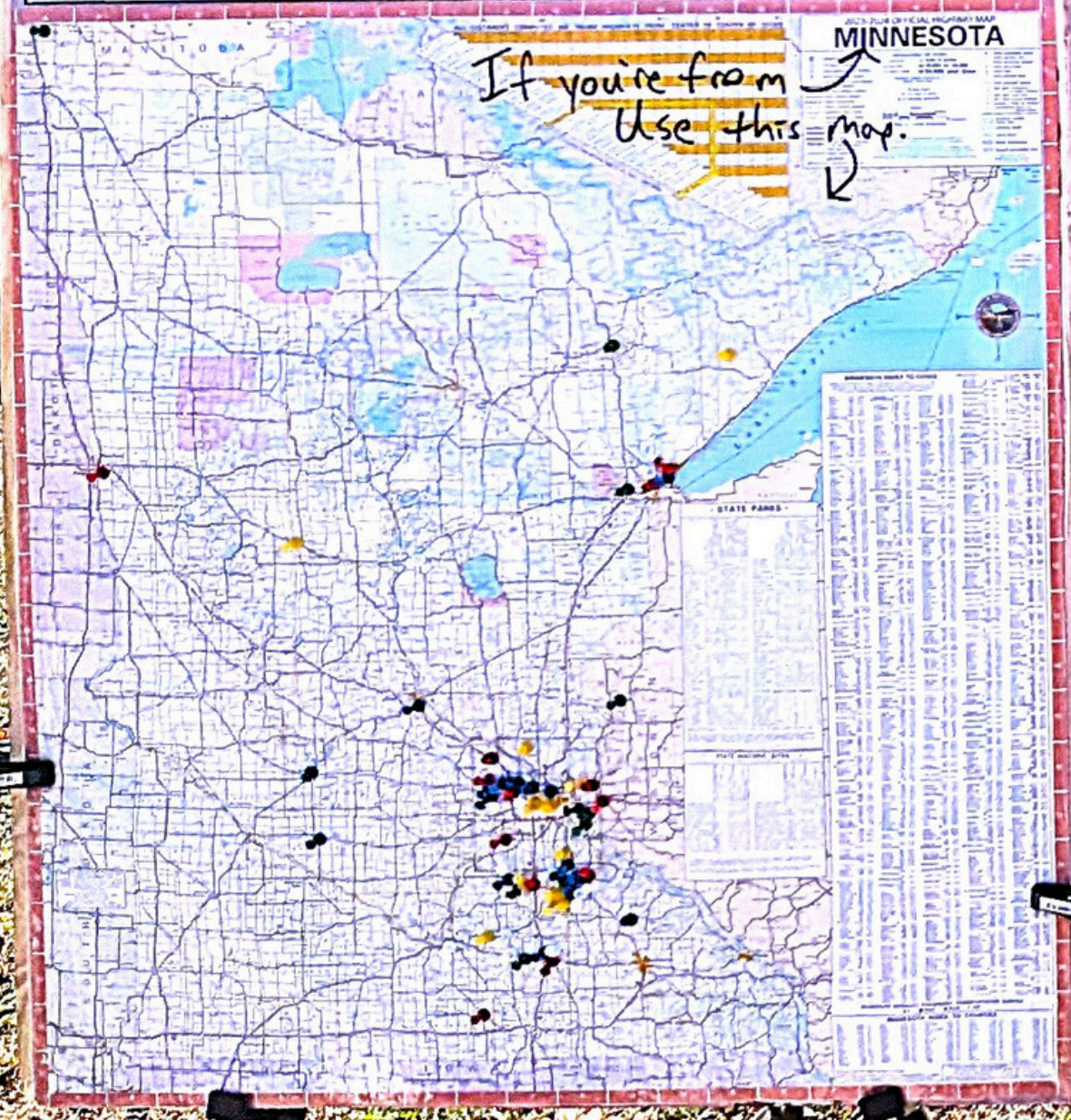
Dundas: 55019

Cannon Falls - ||

NORWAY

Lucca, Italy

Somewhere else? Mark it on
the map with a pin!
Thank you!





FOR EVERY \$100
SPENT AT A
LOCAL SMALL
BUSINESS, \$68 IS
RECIRCULATED
LOCALLY.
- FORBES

SHOPPING SMALL
MULTIPLIES IN BIG
WAYS! EVEN MORE SO
WHEN WE INVEST IN
LOCAL AGRICULTURE!

Food Access Programs



P.O.P. CLUB

Power of Produce Club teaches kids about local agriculture and healthy eating. This year, we increased the value of the PoP tokens we give to kids to \$5, giving them real purchasing power.



S/FMNP

The Farmers Market Nutrition Program provides vouchers to seniors and women with infants and children to buy fresh produce from many farmers at our market.



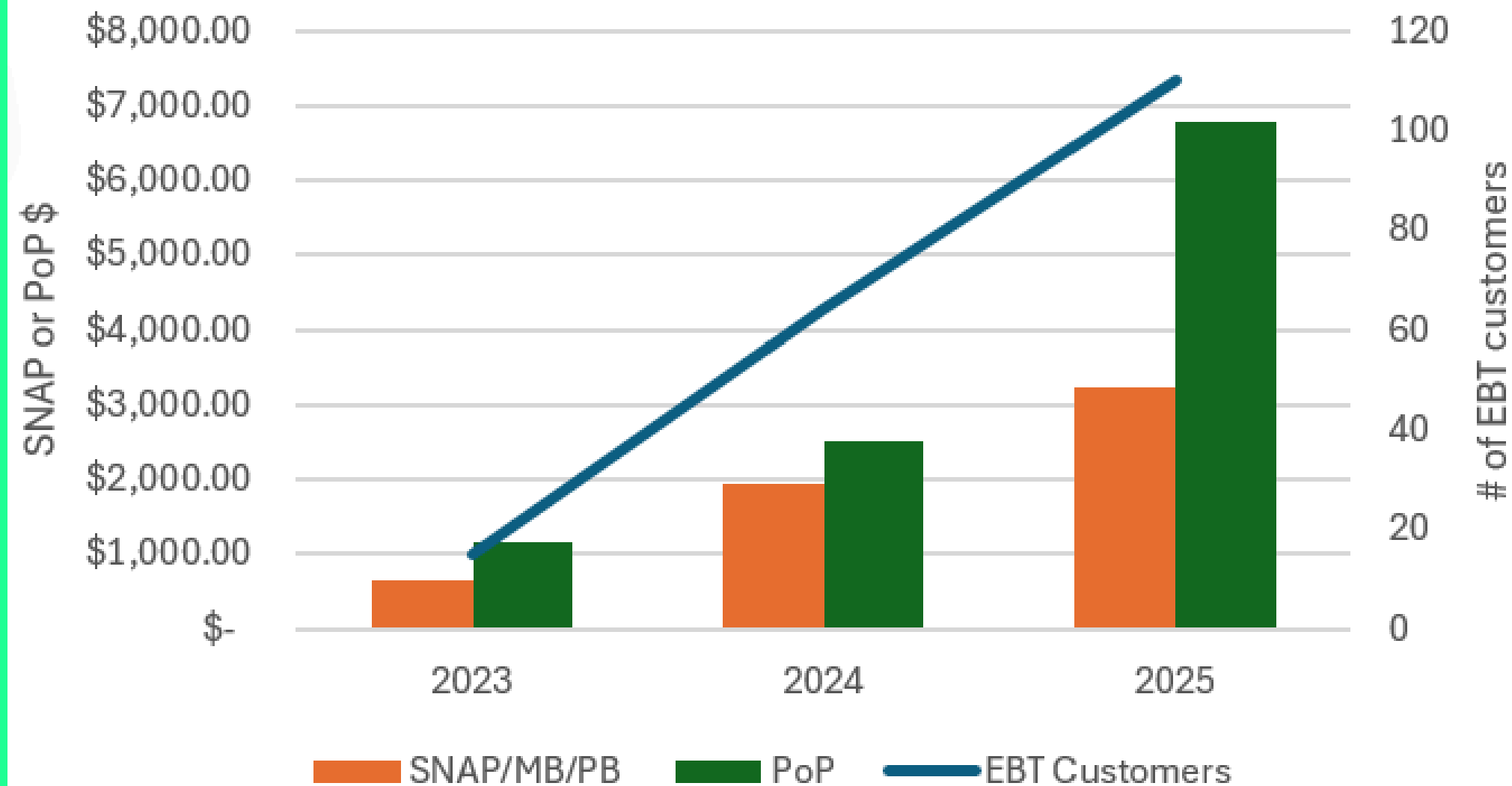
SNAP

Through a partnership with Hunger Solutions, folks with SNAP benefits can triple their dollars when shopping at Riverwalk. The first \$10 becomes \$30.

FOOD ACCESS PROGRAMS ALSO SUPPORT OUR VENDORS!

Food Access Growth

Food Access Participation By Year



EACH YEAR, THESE PROGRAMS HAVE DOUBLED IN PARTICIPATION AND INCOME TO OUR VENDORS.

Farm to Families

Farm to Families	7,915 lbs of fresh, local produce to the Community Action Center Food Shelves and diverted from compost or waste so far in 2025.	\$16,928 in additional income to our small farmers.	The Farm to Families Program encourages produce farmers to come to our market, increasing the options for shoppers which results in more customers coming to Riverwalk and our community.
Local Food Purchasing Assistance Grant + Farm to Families	2025 Total: 15,578lbs	2025 Total: \$34,054	



QUICK STATS

- 15,500+ LBS FRESH FOOD TO THE CAC
- \$34,000+ PAID TO RMF FARMERS AND COUNTING!

RMF FARMERS ARE
HARVESTING HOPE
IN NORTHFIELD



Farm to Families Fundraiser



- RAISED \$34,385 TO SUPPORT F2F THIS YEAR AND INTO NEXT
- \$10,000 CAME FROM THE EDA (THANK YOU!)
- WE'VE BUILT A STRONG COMMUNITY OF SUPPORT AROUND THIS PROGRAM AND ARE EXCITED TO CONTINUE IT INTO THE FUTURE!

SCHOLARSHIP PROGRAM

Through a grant from the Southern MN Initiative Foundation(SMIF), we were able to provide scholarships this year to socially disadvantaged farmers, giving them access to the market to help them grow and expand their businesses.

Scholarship Farms

- Northern Exposure Gardens
- Lee Family Farms
- W.T. Farms
- Burning Daylight Draft Farm
- Nature's Little Farm
- Sharing our Roots
 - Erika Gomez
 - Moffat Otwere
 - Abby McNitt



TUESDAYS @ GREENVALE



- NORTHFIELD SHARES PROVIDED FUNDING FOR RMF TO ESTABLISH A MARKET BY GREENVALE ELEMENTARY
- PROVIDED ADDITIONAL MARKET ACCESS TO VENDORS AND CUSTOMERS IN AN UNDERSERVED AREA OF OUR COMMUNITY
- HOPE TO DO EVERY TUESDAY NEXT YEAR DEPENDING ON FUNDING

Riverwalk Market Fair is where I make my home for my small business. The growth and outreach I have achieved is in large part to the opportunities the market can provide.

- J. Rasmussen, Stacking Plastic



Riverwalk helped me gain 3 new "subscribe and save" customers... If they hadn't been able to see and touch my products..., they would not have selected that option... Events like Riverwalk provide value to small businesses long after the Saturday event is done. - C. Schulz, Flower Pot Holistic

When the Market is open, I see a very noticeable bump in my Saturday Sales! - V. Scott, Verbena Vinyl

We at Curbside Compost Co-op love attending Riverwalk and have met many new customers there. It's a great place to make connections and meet people who are moving to town. - R. Enfiejian

Such a wonderful place to spend time on a Saturday morning, so much so that we have all those visitors coming from nearby towns to shop here. - S. Schmurak, Shopper

The experience of becoming a vendor at this market has been pivotal in keeping my business momentum moving forward, and I am beyond grateful for the organizers and Northfield community who make this a truly special event. - E. Stahly, E. Frances Jewelry

Thank



You

*FOR YOUR SUPPORT OF OUR MARKET
AND OUR COMMUNITY!*